Permit #F00036566

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036566 **Type of Permit:** FILMING **Release Date:** 02/08/2011

Production Company ASV INC

Insured Company Name ASV INC

Contact Phone No. 1 310-217-9837
Contact Phone No. 2 310-740-0551
Fax 310-538-2643
Address 19603 S VERMONT AVE
TORRANCE, California 90502

Production Title PLAY FOR LA 2.0

Type of Production TV Webisode/Mobisode/Podcast

Producer Shawn Andy

Director James Hendry

1st AD Jeanna Duff

Production Manager Brooke Chalmers

FilmL.A. Coordinator Daniel Alvarez

Location Manager Brooke Chalmers
Primary Phone Mobile - 310-740-0551
Secondary Phone Office - 242-205-1422

Location Assistant Mark Palaganas
Primary Phone Mobile - 310-740-0854
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$380.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,540.00

Number of Locations 2

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Summary Information — Location

Location 1 of 2

Permit Number	F00036566	**Location Manager**	Brooke Chalmers
Production Company	ASV INC	Primary Phone	Mobile - 310-740-0551
Insured Company	ASV INC	Secondary Phone	Office - 242-205-1422
Production Title	PLAY FOR LA 2.0		

Location Address	Mulholland Hwy & Mt Lee Dr, Los Angeles, CA, 90068
Location Name	GRIFFITH PARK - HOLLYWOOD SIGN
Location Type	Park
Film Dates	2/8/2011 - 2/8/2011 08:00 - 13:00
Open or Closed to the Public	Closed
Generic Conditions	All Vehicles must be parked legally. Must comply with attached Rec & Park Conditions Must Maintain 5' Clearance on Sidewalks/Walkways Must maintain local/emergency access No Cast and Crew parking on areas streets. No interference with vehicular or pedestrian traffic
Please see attached document	Microsoft Word - Hollywood_Sign_Guidelines1.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3

Personnel on Location

Type	Quantity
Cast	2
Crew	6
Rec & Park Monitor required	2

Filming Activities	Handheld equipment;		
Jurisdiction	**Political:** Los Angeles City - Council District 04	**Police:** Los Angeles Police Department	**Fire:** Los Angeles City
Thomas Guide	**Page:** 563	**Grid:** F7	
Approvals	LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE LOS ANGELES POLICE DEPARTMENT		ReyRonald Pineda Melissa Hernandez
Coordinator Note	HOLLYWOOD SIGN AND HOLLYWOOD SIGN PLATEAU FILMING ON 2/8 FROM 8A TO 1P REQUIRES 2 PARK MONITORS		

Parking

Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

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Summary Information — Location

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Production Company ASV INC
Insured Company ASV INC
Production Title PLAY FOR LA 2.0

Location Manager Brooke Chalmers
Primary Phone Mobile - 310-740-0551
Secondary Phone Office - 242-205-1422

Location Address 6925 Hollywood Blvd, Los Angeles, CA, 90028

Location Name GRAUMAN'S CHINESE THEATER

Location Type Theater

Film Dates 2/10/2011 - 2/10/2011 08:00 - 12:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Stakebed Trucks	1

Personnel on Location

Type	Quantity
Cast	2
Crew	6

Filming Activities Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** D4

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Parking

Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

HOLLYWOOD SIGN/HOLLYWOOD SIGN PLATEAU

- **OK TO FILM AT HOLLWOOD SIGN/HOLLYWOOD SIGN PLATEAU.**
- **OK TO PARK UP TO 3 CAST/CREW VEHICLES AT HOLLYWOOD SIGN PLATEAU.**
- **MUST HAVE PARK FILM MONITOR ON SITE AT ALL TIMES.**
- **ONLY ALLOWED TO BE AT THE HOLLYWOOD SIGN FROM 8:00AM – 1:00PM ONLY.**
- **MUST ADHERE TO MONITOR'S INSTRUCTIONS AT ALL TIMES. MONITOR'S INSTRUCTIONS OR GUIDELINES MAY OVERRIDE WRITTEN GUIDELINES.**
- **MUST HAVE 2 PARK FILM MONITORS ON SITE.**
- **NOT ALLOWED TO STAKE OR ALTER LANDSCAPE AT THE HOLLYWOOD SIGN.**
- **MUST WORK AROUND PARK PATRONS AND PARK ACTIVITIES.**
- **OK TO DO TWO MINUTE PEDESTRIAN CONTROL.**
- **MUST LET PATRONS PASS WHILE CAMERAS ARE NOT ROLLING.**
- **MUST NOT BLOCK ANY ENTRANCE OR EXIT ROADS.**
- **NOT ALLOWED TO BLOCK ANY ACCESS AREAS.**
- **COMPANY IS RESPONSIBLE FOR THEIR OWN TRASH.**
- **MUST LEAVE HOLLYWOOD SIGN AND HOLLYWOOD SIGN PLATEAU CLEAN OR BETTER AFTER FILMING IS DONE.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.

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- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

HOLLYWOOD SIGN
PROCEDURES AND GUIDELINES

BASIC RULES OF THE ROAD

HOURS - Filming is restricted to daylight hours only.

LOCATIONS

Areas provided for filming or photography in the Park is limited to:

- **Sign site** – a ten foot wide, 80-foot long plateau on Mt. Lee, under the Sign letters, reached by a difficult climb down a steep embankment.
- **Park entrance area at the end of Deronda** – Unpaved area northwest of gate entrance may be used as small base camp after review with Recreation and Parks Department.
- **Lake Hollywood Park (alternative)** – Located at Mulholland Hwy and Canyon Lake Dr. This large grassy plot near the base of Mt. Lee, almost directly below Sign, has plentiful street parking and a good view of the Sign. This area is not subject to many of the usual Hollywood Sign Restrictions.

Restricted areas are as follows:

- Driving shots along Mt. Lee Dr. are not permitted.
- The paved access road to the Sign cannot be used for any purpose except drop-off at the Sign site. Parking is prohibited in order to insure fire equipment access.

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- Every activity at the Sign will be monitored and assisted by a Department Employee. No climbing on or touching of the Sign is permitted.
- Street access to the residences outside the Deronda gate cannot be blocked.

PHYSICAL RESTRICTIONS

- No construction of any kind can be built around the sign or the park area near the surrounding neighborhood.
- No alteration, physical changes or lighting of the Hollywood Sign or surrounding area is allowed.
- No vegetation may be cut or removed.
- NO SMOKING allowed in the Park.

CREW & EQUIPMENT

- Crew size must be limited to 20 or less at the Sign itself *for safety reasons.*
- Equipment must be limited to necessary items which can be transported in one utility vehicle.
- No more than 3 vehicles will be allowed at any one time in this area of the Park.
- No large trucks or other large vehicles are permitted to travel Mt. Lee Dr.
- No generators can be brought into the Park.

F-36566
ASV INC – PLAY FOR LA 2.0
(HOLLYWOOD SIGN/HOLLYWOOD SIGN PLATEAU)

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